Rhetorical Devices, Logical Fallacies, and Advocacy Letters Presentation

(Content Understanding Questionnaire)

In your own words, briefly explain the following terms and give an example in which it may be used.

1. The Appeal to Character (Ethos)
2. The Appeal to Emotion (Pathos)
3. The Appeal to Reason (Logos)
4. The Appeal to Popular Belief (Argumentum ad Populum)